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(71) Applicant: Sarnoff Corporation  
Princeton, NJ 08540-6449 (US)

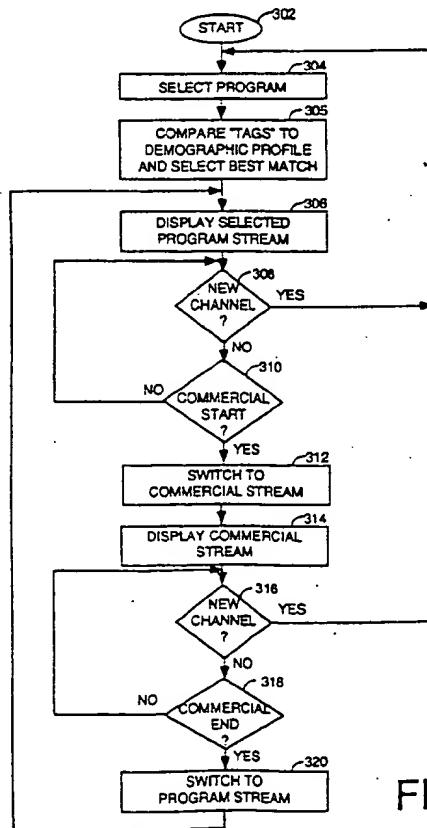
(72) Inventors:

- Anderson, Bruce James  
Chesterfield NJ 08620 (US)
- Reitmeier, Glenn Arthur  
Yardley PA 19067 (US)

(74) Representative: Pratt, Richard Wilson et al  
D. Young & Co,  
21 New Fetter Lane  
London EC4A 1DA (GB)

## (54) Information distribution system

(57) A method for multiplexing and demultiplexing commercial and program material within the context of, e.g., an MPEG1 or MPEG2 information distribution system. A system employing the method provides either a single terrestrial broadcast channel or a "virtual headend" as part of an uplink site which encodes advertising materials, associates the advertising material with "tags" indicative of demographic or content categorisation affinity, and provides the tagged advertising material, along with program material to one or more information consumers.



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FIG. 3



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## EUROPEAN SEARCH REPORT

Application Number  
EP 99 30 4652

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The present search report has been drawn up for all claims					
Place of search	Date of completion of the search	Examiner			
THE HAGUE	14 September 2000	Beaudet, J			
CATEGORY OF CITED DOCUMENTS					
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document					
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